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AUTUMN 1966



Higher education - A major Maine industry?





# MAINE

is published four times a year by the Maine Department of Economic Development

VOL. 1, NO. 2

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#### COVER PICTURE

Bowdoin College's Hubbard Hall has welcomed many an Autumn.

The cover shows one of the excellent greens typical of those found throughout the state.

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If you want to receive MAINE each quarter, (Summer, Fall, Winter and Spring) just drop us a card and say so, giving your name and address and ZIP number. New Postal regulations require use of the zip code number beginning January 1, 1967. So, don't forget the zip and we'll mail your free subscription regularly.

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## INDUSTRIAL DEVELOPMENT

Economic Development is a relatively new function of state government, little understood by many and often not fully comprehended, in all of its possibilities, by some of us who are actively engaged in it.

I am sincere in the belief that a better understanding of the aspirations of the Department of Economic Development, the obstacles it faces and the efforts by which it seeks to overcome them, will bring about a marked increase in citizen cooperation with the Department. We are all interested in the development of Maine. We must all have a share in bringing it about. Understanding is the first move in this direction.

The article entitled "The Morningstar Case", Page 2 suggests an inkling of the time and effort often required to bring a new industry to Maine. Through the ability and perseverance of one of our Industrial Representatives and the cooperation of many fine Maine citizens, this project was brought to a successful conclusion. I would remind you that there are many instances where a like amount of time and effort are expended without success, due to circumstances unforeseen and beyond control.

The personnel of the Industrial Promotion Division of this Department has averaged four men on a full-time basis during the past fiscal year. During this period 304 calls upon industries out of state and 1120 calls upon Maine industries and local development groups were made. There were 1921 what we term minor telephone contacts and 775 letters of inquiry answered.

Selling out of state industrialists on the advantages of a Maine plant location is a major function

of the Department, but we consider the rendering of assistance to our existing Maine industries to be of even greater importance.

A partial listing of the in-state activities of the Industrial Promotion Division would include: forming and assisting local development groups; site location service; service calls on Maine industries; speaking engagements; assisting in financial programs; marketing assistance to new and expanding industries; assisting directly to reopen closed industries; working with Federal and other agencies.

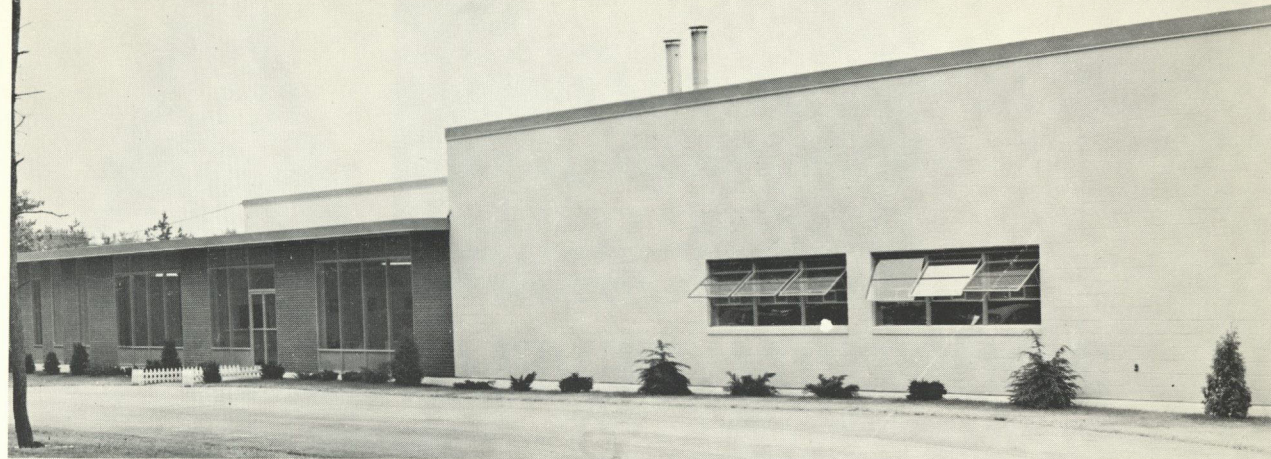
I would like to point out that each member of the Industrial Promotion Division has a background of successful executive or managerial experience in business, industry or government. It is not easy to recruit such abilities for state service. And it is rare indeed to find such dedication to the job as is demonstrated by our Industrial Representatives.

Four of them, during the past fiscal year, contributed week end and evening hours of overtime totaling 1249 hours, without compensation. This was their personal contribution to the economic development of Maine.

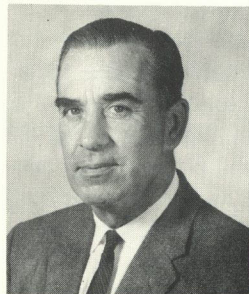
Standish K. Bachman,  
Commissioner,  
Department of Economic Development



# THE MORNINGSTAR CASE



The landscaped Morningstar Corporation plant with its clean architectural lines is an aesthetic as well as an economic boon to Kennebunk.



Paul F. Brogan, Industrial Representative.

(EDITOR'S NOTE: This account of the negotiations which preceded the opening of the Morningstar Corporation extruded plastics plant in Kennebunk February 1, 1966 is condensed from the daily activities report of Paul F. Brogan, Department of Economic Development Industrial Representative who was assigned to the project.

Brogan's full report contains 93 entries on 13 typewritten pages, single spaced. The project involved conferences and site inspections in more than ten Maine cities and towns, 38 conferences and inspections in Kennebunk, 18 conferences at the Morningstar offices in Cambridge, Massachusetts and one conference in Washington, D.C.)

Information that the Morningstar Corporation of Cambridge, Massachusetts was considering location of a new plant to expand production reached Lewis R. Doering, then Director of the Department of Economic Development Industrial Promotion Division (now a Deputy Commissioner) and Paul F. Brogan, Industrial Representative of that division from different sources, almost simultaneously.

It was ascertained that the company was a reliable and rapidly growing concern. The proposed new plant and equipment would require an investment of about one million dollars. The company had under consideration locations in other states.

Following is the first entry in Brogan's report on the Morningstar negotiations:

8/18/64 Mr. Doering and myself kept appointment with Mr. Otto Morningstar, president of the corporation, in Cambridge. This firm is an excellent prospect. We toured their existing facility and observed relations of labor and management. They will initially employ 50-100 persons with expansion possibilities of 500. I exposed them to possible Maine sites which might meet their specific requirements.

During the following days contacts were made with the Small Business Administration regarding financing and with Maine industrial agents and others interested in development, concerning available Maine buildings and sites. These included Charles Cole, Kennebunk; Hugh Marshall, Biddeford; William St. Onge, Sanford; Eugene Martin, Greater Portland; Bernal Allen, South Portland; Sam Michaels, Lewiston; Woodbury Brackett, Auburn and Industrial Development Division personnel of the Central Maine Power Company.

9/1/64 With Mr. Robert Mungall, general manager of Morningstar, viewed sites in Sanford, Biddeford (3), Kennebunk (3), Greater Portland (3) and a site owned by the Central Maine Power Company. My impression was that Mr. Mungall was most interested in Sanford and in Gorham.

9/2/64 Assembled additional information on Lewiston-Auburn and Lisbon Falls areas, on request.

9/3/64 Viewed selected sites with Mr. Morningstar and Mr. Mungall. My impression was that Mr. Morningstar favored the Sanford venture building (now occupied by the Sprague Electric Co.: Ed's note). He also requested more information on the Portland venture building.

After inspection of many sites the Morningstar interests finally settled upon Kennebunk as the location for their new plant. This was partly the result of a survey by Brogan which indicated a sufficient labor pool; general appearance of the town and its efficient local government, and proximity to the Cambridge plant. An official of the Maine Turnpike Authority agreed to sell approximately 15 acres of land, necessary to the project, adjacent to the Turnpike, "because the Authority wishes to help in the economic development of Maine". Construction plans and costs provided by a Lewiston construction company were approved.

Brogan helped prepare an application for Area Redevelopment Administration (now the Economic Development Administration) funds; activated a bond selling campaign by the Kennebunk Development Corporation and arranged for contacts with two Maine banks and a Boston bank to explore financing.

Two months had elapsed, and the project was off the ground. Relatively clear sailing could be expected from here on in.

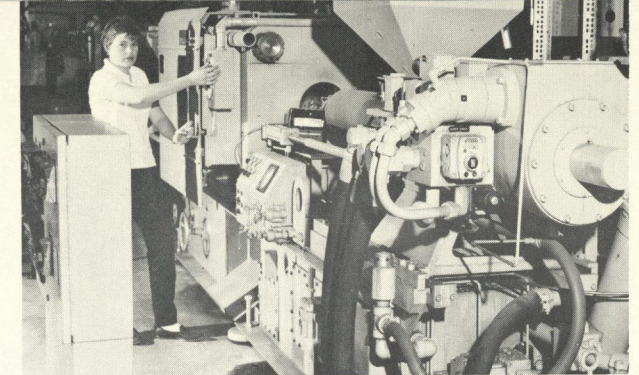
And then, as so often happens in an industrial development project, the storm clouds gathered and the winds of adversity began to blow.

A Maine industrialist wrote to Mr. Morningstar advising him against a Maine plant location, alleging inadequate and unsatisfactory Maine labor. Another expounded upon what he termed the "burdensome injustice" of the Maine Use and Sales Tax. It was determined that re-zoning would be necessary to permit construction at the desired location. Some influential Kennebunk residents protested new industry locating in the town. Failure to locate suitable ground water resources on the property created a serious problem. There was a sewerage problem. And others.

One by one these problems were solved, with the staunch help of local and other development minded people.

And then the bottom really fell out of the basket.

The project met every requirement of ARA regulations. Notice that funds from the agency would be forthcoming was expected daily. Instead, came word that the ARA was temporarily out of funds. The Maine Industrial Building Authority cooperated by indicating that it might guarantee loans for land acquisition and plant construction but it was not authorized at that time to support the purchase of equipment, which constituted an important part of the total investment.



With the push of a button a young lady controls the terrific heat and pressure employed by this injection moulding machine at Morningstar.

May 5, 1965, a hurried trip to Washington was made by Brogan, accompanied by Judge John Carey, Bath, ARA Advisory Board member; Maine ARA coordinator Jerome Barnett; Harry Mapes, Kennebunk Development Corporation president, and others. Maine U.S. Senator Edmund S. Muskie was informed, and there was a meeting with ARA top officials to explain the urgency of the situation. Twenty days later Mr. Morningstar was informed that the agency would somehow obtain the required funds.

Even then there were obstacles and delays — a shortage of steel for one thing. Brogan stayed with the project for another seven months, ironing out wrinkles as they occurred. His last activities report entry was:

12/10/65 Met with Mr. Robert Mungall, Mr. Henry Alberti, (president of Alberti, LaRochelle & Hodson Engineering Corp., Lewiston), the contractor's superintendent and subcontractors to initiate activity to speed up construction. ....

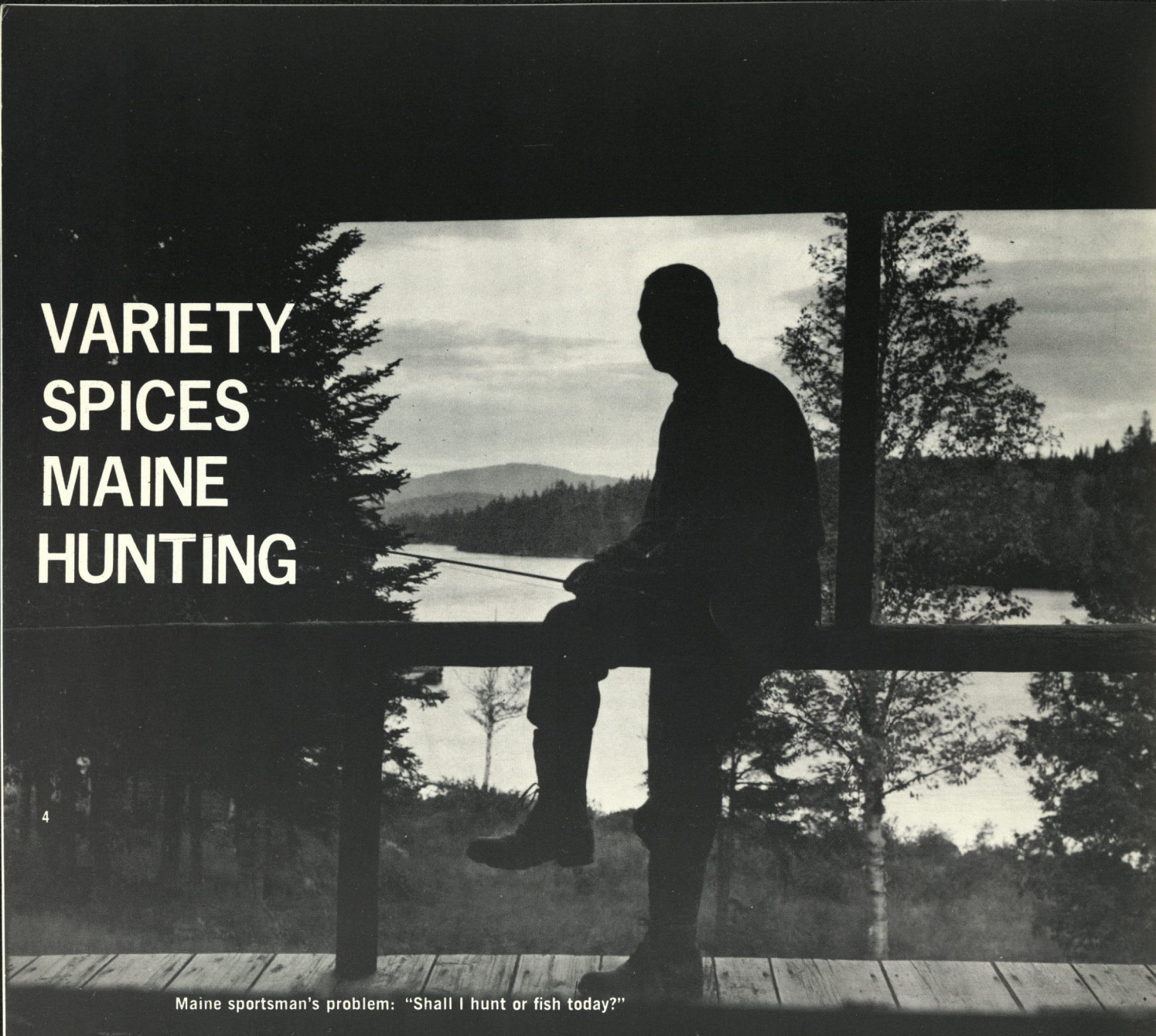
The new Morningstar Plant began operation February 1, 1966, 17 months after Brogan's and Doering's first interview with the Morningstar president in Cambridge. It had been a long road with many turnings and perhaps more than its fair share of ups and downs, but it brought a new, modern, landscaped industrial plant to the State of Maine, and created 140 new jobs for Maine people.



Plastic cases for computer tape reels are the principal product of Kennebunk's new industry.



# VARIETY SPICES MAINE HUNTING



Maine sportsman's problem: "Shall I hunt or fish today?"

What is there about Maine which enables the State to consistently attract, year after year, so many visitors of such varying tastes?

Is it the highlands or the lowlands; the inland waters or the coastal waters; the great forests, the fertile farmlands, the gentle villages, the bustling cities; the friendly natives, the dour ones?

It isn't any one of these things — it's all of them. It's the variety of opportunity for pleasurable recreation which makes Maine so enticing to tourists.

Even those who come to Maine to participate in a single sport find opportunities for variety.

Consider hunting, for instance.

During the season the hunter may pursue his favorite game or a combination of game all the day long, from sunup to dark, if he wishes. Or he may add the spice of variety to his pleasure by fishing for the descendants of the trout and salmon which fed the troops in one of the most punishing expeditions in military records. If he's a shutterbug he can bring back snapshots of an area rich in early American history — pictures that he made while taking a break in the pursuit of fur, fins or feathers.

This opportunity for plural pleasure is provided by a bonus system of "special seasons" which permits limited fishing in designated waters after those waters are closed by the general law. (Brooks close August 15, rivers September 15, lakes September 30 under the general law.)

One notable exception is a portion of the Kenne-

bec River which is open to fly fishing with a one-fish-a-day bag limit until the end of gorgeous October. The section that opens under this special law is the more productive stretch — from Indian Pond dam in Somerset County to tidewater in Augusta, the state capital. The river is good for landlocks, brook and rainbow trout and in the lower reaches, black bass.

Saltwater species below the Augusta dam may be taken at any time. The Kennebec's mouth is a haven for schooling bull strippers in the fall.

The Kennebec River is the waterway up which Benedict Arnold took his rabble-in-arms troops to assault the citadel at Quebec, a tale of extreme hardship so graphically told by the late Kenneth Roberts in his historical novels.

The sportsman who visits this section of Maine nowadays has life far easier. Good accommodations — motels, cottages, restaurants are available and so are camping sites in many locations.

Other waters open to fishing during the early hunting season include some located in Washington County, famous for its black bass.

In October, which many insist is Maine's most enjoyable month out of doors, the hunter may legally take certain birds, small game, even bear and bobcats. Just about everything is open statewide except the deer season.

Bow hunting for deer begins October 1 and by mid-October the northern firearms deer zone opens. The central zone opens to firearms deer hunting October 21 and the southeastern and southwestern zones open November 1 and November 5, respectively. The statewide closing date for deer hunting is November 30, except for the two southern zones which close December 5.

But you can hunt for the flavorsome ingredient of rabbit stew or hasenpfeffer from October 1 to March 31 in 12 northern and central counties; until February 28 in four southern counties.

The pheasant and partridge seasons run concurrently from October 1 to November 15. Migratory birds and ducks are under federal regulation.

And this is the variety which Maine offers the sportsman: camping, fishing, hunting, picture taking and a bit of history — all gift wrapped in a package of glorious autumn foliage.



"Ham", Maine's most photographed deer.



BOSTON TRAVELER editorial writer Fred Vytal varies venison with Kennebec River landlocked salmon.



"Must be something you et."



They've nicknamed the spruce partridge "fool hen" because he "hides" in trees, in full sight of the hunter.





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Ted Janes, *OUTDOOR LIFE* editor (left), enjoys Washington County bird hunting.



Merrymeeting Bay on the Kennebec River is a mecca for duckhunters.



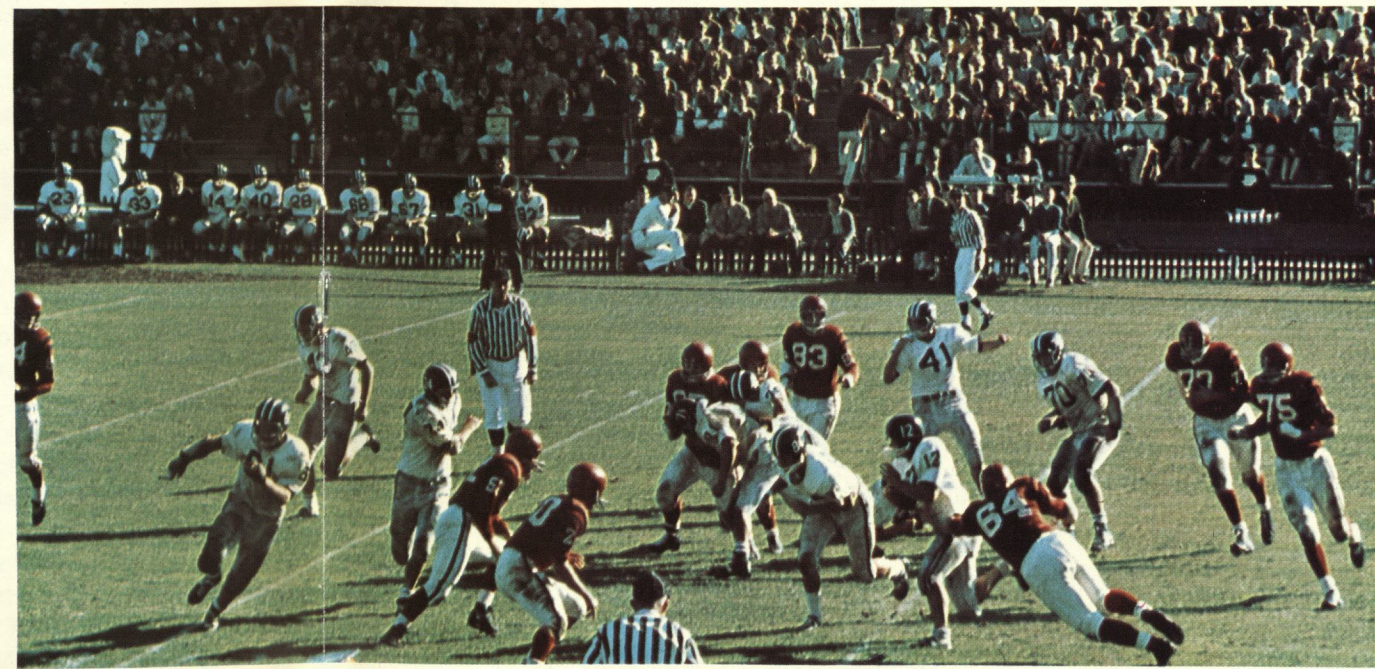
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Students walk to classes, inspired by autumnal beauty at the University of Maine Campus, Orono.

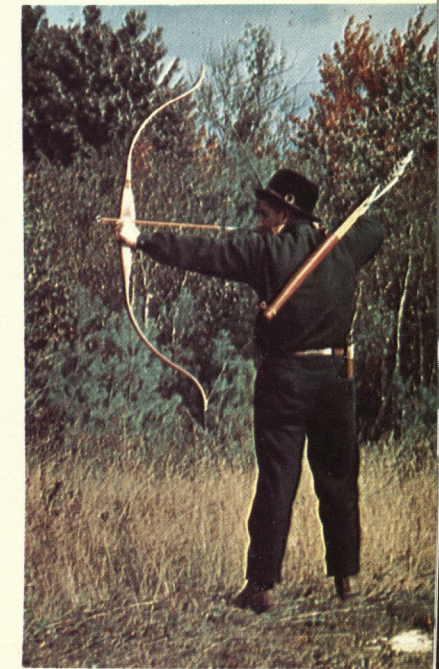
# MAINE AUTUMN BELOVED OF STUDENTS AND SPORTSMEN



A relaxing pleasure for visitors and students at Colby College



Wesleyan visits Bowdoin (white jerseys) on a sparkling autumn day.



In Maine there's a special open season for bow and arrow deer hunters.



# HIGHER EDUCATION- A MAJOR MAINE INDUSTRY?

Bates College's beautiful buildings have mellowed with the years.

Each autumn, with the reluctant departure of the summer folk, a major Maine industry (Vacation Travel) ends its peak season and another shifts into high gear.

From almost every state and from many foreign lands students by the thousands throng to enter the fall semesters at Maine's 18 degree granting colleges and its State University.

Does the economic impact of higher education warrant its designation as one of Maine's major industries?

The 102nd Maine Legislature recognized its importance to the state's economy when it created a twelve-member commission and appropriated \$50,000 to study higher education in Maine and to recommend a master plan for its development here.

Meanwhile, MAINE'S Editor interviewed college and Department of Education officials and came up with these facts and estimates:

Some 6000 freshmen will invade the halls of learning this fall, to swell the ranks of students enrolled in Maine colleges to the number of 17,872. An estimated 40 per cent of these will be out-of-staters. College students will spend almost \$17 million for tuition, ranging from \$100 each for Maine citizens at the five State Colleges to as high as \$1750 at some of the private institutions. For board and room they'll spend approximately \$7,319,000.

In addition, if the estimate of one small college is correct, they'll spend an average of \$285 each off campus, which will enrich the merchants of Maine by more than \$5 million.

If we include student expenditures for books and materials and for laboratory and other fees, perhaps it would not be too far from reality if we were to estimate that college students spend somewhere in the neighborhood of \$20 million annually in Maine.

But this is only half the story.

It's common knowledge that payments by students do not cover the actual cost of college operation. The difference is made up by federal and state appropriations, grants, awards, by gifts and bequests from private sources and by income from investment of endowments.

MAINE'S editor estimated that Maine colleges expend on an average of approximately \$2270.50 per year in operating expenses per student, for a total of \$40,578,376. Salaries and wages for the 1288 faculty members and the 2500 or so administrative and maintenance officials and workers represent slightly more than half of the operating expense, or an estimated \$21,272,088.

Now let's compare our estimates with the statistics for the 18 classifications listed as major Maine industries in the Department of Labor and Industry's latest "Census of Maine Manufacturers":

The estimates would rank Maine's college "industry" seventh from the top in gross wages paid, sandwiched in between the sixth place food industry with its \$46 million payroll and the machinery and ordnance industry which pays gross wages of \$16 million. The colleges' 2341 workers would entitle higher education to tenth place in number employed; just 97 below the electrical machinery industry and topping the printing industry by 157 workers.

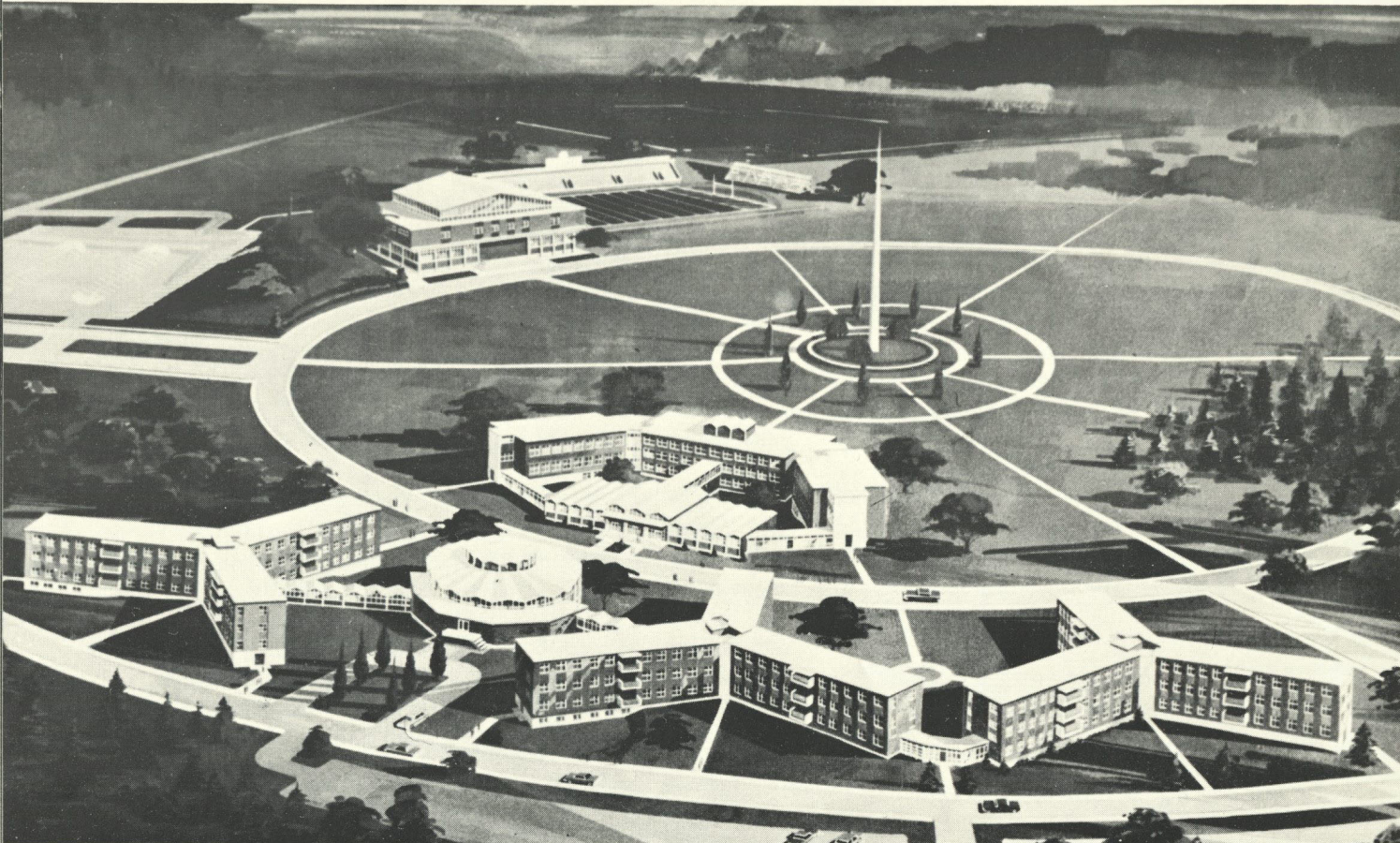
How would the 2829 degrees conferred by Maine's colleges this year compare with the product value of Maine's manufacturing industries?

It's hard to say.

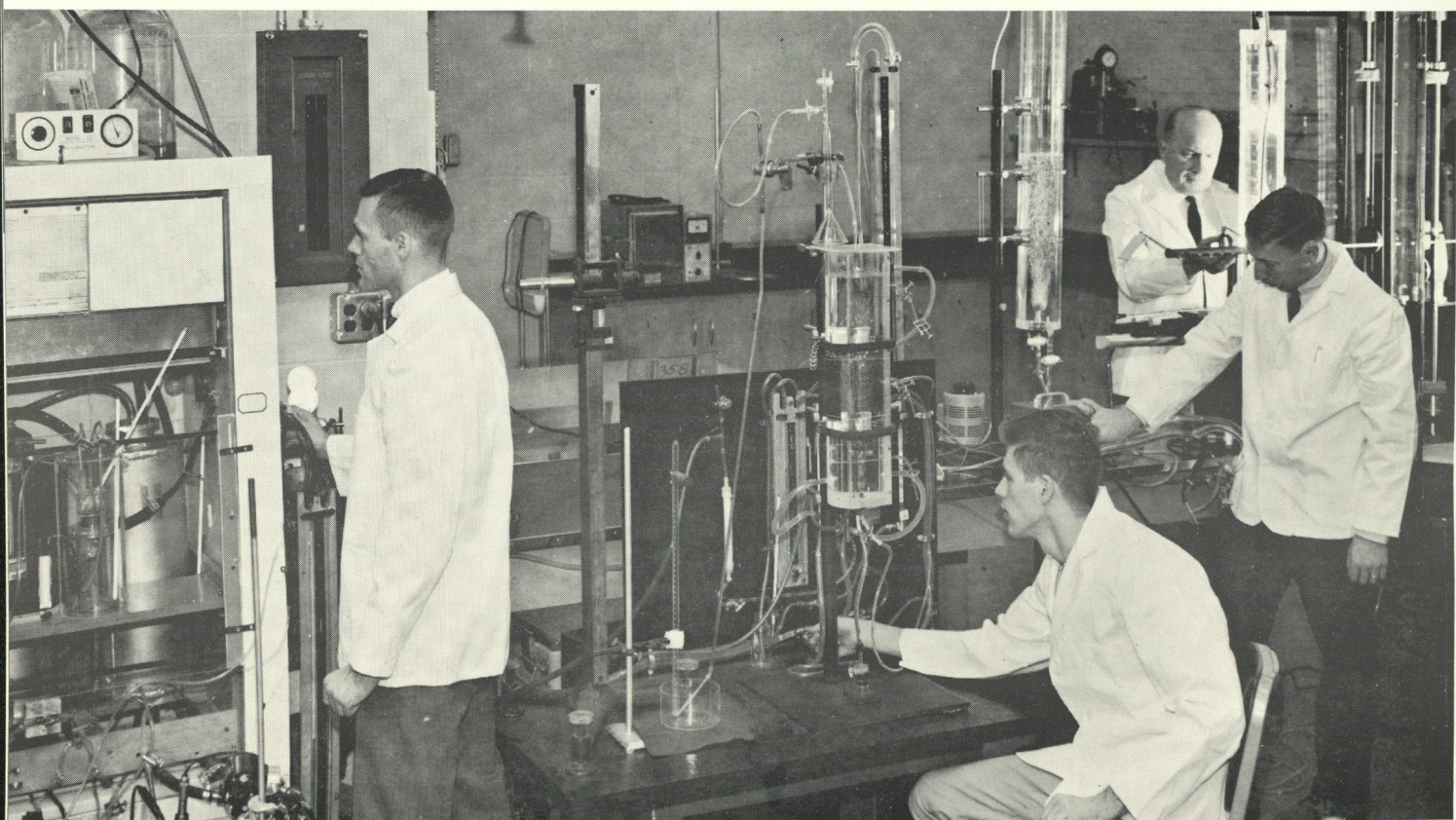


Burning the midnight oil at St. Francis College, Biddeford.





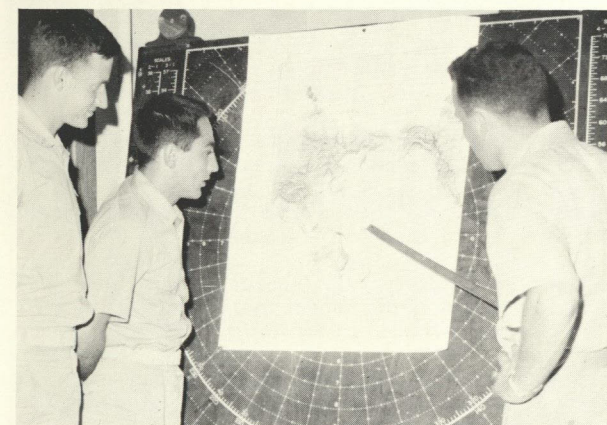
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The Bureau of Labor Statistics of the U.S. Department of Labor in 1963 estimated that the lifetime earnings of a college graduate average almost double the income of the holder of just a high school diploma; \$417,000 to \$247,000.

But higher education in Maine is worth far more to the state than just the jobs it provides or the wages it pays or the degrees it awards.

Proximity of a good university or college is becoming a major factor in the location of new plants for certain types of industry. The Department of Economic Development can cite instances wherein industries have located in Maine because college research laboratories are available and because of the opportunity for company personnel to pursue advanced studies.



Cadets plot the course for the annual cruise of the Maine Maritime Academy training ship "State of Maine".

Another product value difficult to assess is the cultural benefits which colleges offer to the public at minimal or no cost: concerts, recitals, art exhibits, lectures, theatricals and the like.

Manufacturing industries come and go, but rarely does an institution of higher learning close its doors or move to another community. Bowdoin College was founded in 1794 and is still growing. In fact ALL Maine colleges and the State University are growing.

MAINE appears to be justified in taking the position that higher education qualifies as a major industry in this state, and that it is one of the most desirable of industries.

(Top left) The new Husson College campus under construction in Bangor is an example of the millions being invested in the growth of Maine institutions of higher learning.

(Bottom left) At work in the University of Maine Chemistry Laboratory.

(Right) Faculty members march to first assembly of 1966 Freshman Class. (Colby College News Bureau Photo)



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# BROWSER'S BALIWICK

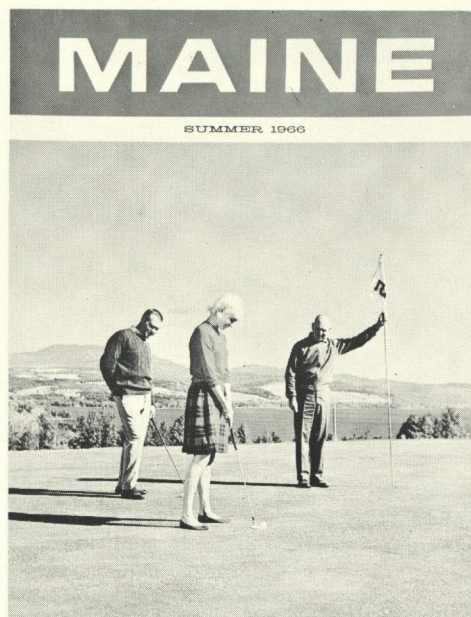
## BOUQUETS & BRICKS

The staff of MAINE is most happy and grateful for the warm welcome which greeted the first issue of the new DED-sponsored magazine.

Business, industrial and government executives and a college president were among the many who wrote letters of commendation.

Comments included: "A great beginning! This publication can become a great selling tool for Maine" and "A pleasing publication that should add to the image of professionalism in Maine."

Some industries requested additional copies to place in their reception rooms and there were requests for mailings to friends of Maine as far away as California.



Copies of the magazine were sent with letters to some 200 presidents of the nation's largest manufacturers, selected on a basis of probability of interest in a Maine plant location. Among those who had responded with requests to receive copies of future issues, as we went to press, were the chief executives of General Foods Corporation, Allis Chalmers Manufacturing Company, Monsanto Company, Dow Chemical Company, General Electric Company, General Mills, Inc., Johnson & Johnson, Carnation Company, Standard Brands, Inc.

Announcement of the new publication was carried over the Associated Press wires, used by many Maine newspapers and on news broadcasts. Station WGAN-TV televised an interview with the editor and Radio Station WRDO, Augusta, broadcast a three-part interview on successive days.

A couple of bricks accompanied the bouquets with which the daily press commonly welcomes new enterprises to the Maine community.

The BATH DAILY TIMES (circulation 3108) tossed an editorial entitled "The DED, an amateurish lot", while the PORTLAND PRESS HERALD captioned its contribution "DED's New Magazine About Maine Should Be Improved or Abandoned".

But Maine's largest daily newspaper, the BANGOR DAILY NEWS (79,208 circulation) opined, "It is a good beginning of something the state has needed for a long time . . . We hope it will grow." The editorial page editor also sent a letter containing valuable suggestions for future issues.

And the LEWISTON JOURNAL and KENNEBEC JOURNAL editorialized upon MAINE'S potential as a state development publication and wished it success.

## MAINE STILL BUILDS THEM

Renowned the world around for the fine ships it launched way back there in the days of sail, Maine still is very much in the running as a builder of watercraft. Approximately 70 Maine boat and shipyards and repair yards are producing just about every kind of boat from canoes and dinghies to fast naval vessels, trawlers and submarines.

Maine yards have kept abreast of the times in the use of construction materials such as aluminum, steel, fiberglass and plywood, but those who prefer wooden plank hulls can find plenty of Maine craftsmen to build them.

Quite unlike the old days, when ships were usually built along the coast or on tidal rivers, many Maine boatbuilders are located inland, far from a puddle big enough to float a shingle. They trailer their product to the buyer's dooryard, or launch it in waters of his choosing.

When the president of the F. & M. Schaefer Brewing Co. wanted a replica of the famous yacht "America" he chose a Maine yard to build it. The modernized version of the yacht which first brought the America's Cup to America more than a century ago is scheduled for launching at the Goudy & Stevens yard in East Boothbay next spring. Cost is believed to be in excess of \$200,000.

Meanwhile a Maine naval architect, Dr. Lindsay Lord of Falmouth Foreside, has designed something new in commercial fishing boats — a 35-footer built of plywood and polypropylene, without a frame in her. She can be delivered in kit form and it's expected that a dozen or so will be shipped to the Indian Ocean for use in the fisheries there. The prototype was built by the Fred I. Merrill yard in South Portland.

## MAINE MANUFACTURE MOUNTS

The value of products manufactured in Maine increased for the fourth successive year in 1965, a State Labor & Industry Department report revealed. The increase of \$124.2 million brought the total value to a record \$1,846,300,000, 7.2 per cent above the 1964 figure.

The Labor & Industry Department's, "Census of Maine Manufacturers" reported that the number employed in manufacturing in Maine rose about 1.5 per cent to a total of 110,690, while gross wages increased by 4 per cent to more than \$512 million and the average gross wage rose 2.5 per cent, or \$114, to \$4,631.

The Maine Pulp and Paper industry maintained its lead in value of output, \$505 million, approximately, and in gross wages paid, more than \$110 million, with 16,778 employed. Other leaders were Food, with a value in excess of \$444 million, a payroll of \$46 million and 11,887 employed; Leather, value \$308 million, payroll \$102 + million, 27,343 employed; Textiles, value \$195 million, \$50 million payroll, 12,009 employed.

Except for lumber and wood products, all major industries showed increases in product value. That industry had a

9 per cent decrease to \$140 million, with 11,970 employed and a payroll of \$47 million.

## OPEN DOOR POLICY

Earl Doucette, who writes a weekly outdoor column which DED sends to 300 newspapers throughout the nation, is to blame for this story:

"In Maine's great outdoor country a porcupine wandered in through an open door while no one was home. Shortly thereafter a member of the family returned and departed again, closing the door from the outside. The porcupine started gnawing his way through the wall to freedom. The family returned, discovered the damage, and started looking through the house for the quill pig. Whereupon the porcupine calmly walked through the door, which again had been left open, and ambled off into the woods. This proves something or other, but we don't know what."

## 'PHONES REFLECT MAINE UPSURGE

The New England Telephone Company will spend \$13 million for facilities improvement and expansion in Maine in each of the next two years, company president Allen C. Barry announced. Direct dialing to distant points will be inaugurated in several Maine cities next year.

"Growth of the telephone business in Maine is directly related to the state's economy," the company president told his board of directors at a Portland business meeting. "Maine's economy is strong whether measured by industrial activity indexes, new incorporations, personal income or employment.

"Its expansion is progressing at an excellent rate, and the future looks healthy and full of opportunity for further sound economic advance."

## WORM\$

You'd never suspect it to look at 'em, but a pound of squirming marine worms are worth more than a pound of succulent Maine lobster. Sport fishermen along the Atlantic Coast pay as high as \$3 per pound, and more, for worms dug on Maine coastal flats and sold as far south as the Carolinas.

Last year some 900 Maine diggers were paid \$1,200,000 for marine worms to be used as bait. The product accounted for more than five percent of the total value of Maine fish landings.

A good worm digger can earn as much as \$200 some weeks, more if he's lucky. But the season is short and the digging can be done only at low tide. A license to dig costs \$10. Dealers, of whom there are 42 in Maine, pay \$25 per year for a license.

The Maine Department of Sea and Shore Fisheries is adding these fees to a legislative appropriation and a federal grant to conduct a three-year study of blood worms and sand worms along the Maine Coast.

Meanwhile, rural Maine youngsters continue to supply inland water anglers with night crawlers at the rate of 25¢ per dozen.

## AUTUMN'S ALCHEMY

When the summer sun smiles upon the wooded hills of Maine we are not aware that, beneath the soft green carpet, are the gorgeous colors of Autumn's oriental rug.

But the colors are there just the same, almost from the moment when the first tender leaves unfold to greet the springtime.

Autumn's frosts enhance and hasten the coloring of the leaves somewhat.

But it's the passing of summer which clothes them in their natural colors.

The magic ingredient which causes the masquerading of the leaves is chlorophyll, a green substance which enables the foliage to derive energy from sunlight. When the growing season ends the chlorophyll is withdrawn; other substances react to transform the pastels of yellow and orange, already present, into the flaming scarlets, burnished golds, rich reds and browns which glorify Maine hardwoods from mid-September through October.

Mainers, being an open-hearted, generous folk, have for the past three years made a special effort to invite outsiders to come and share this beauty.

The Maine Forestry Service renders a weekly foliage report, submitted by fire wardens manning lookout towers in eight areas, from Southwestern Maine to Northern Arostook County.

The Department of Economic Development transmits this information to the news wire services and to its tourist information centers in New York and Montreal. The DED also publishes a booklet, "Maine in Autumn", which describes the wonders to behold here at this season of the year.



## NEW DIRECTOR

Robert G. Ransone has been appointed Director of the Industrial Promotion Division of the Department of Economic Development.

Ransone, 46, of Lisbon Falls, succeeds Lewis R. Doering of Hallowell who was appointed a Deputy Commissioner to supervise the Divisions of Industrial Promotion, Research and Planning, and Geological Survey.

Ransone studied mechanical engineering at Swarthmore College and business administration and marketing at Taylor Business College, Philadelphia. He has held management positions in engineering and production in several companies including Westinghouse, Deering Milliken Corp. and Proctor Silex Corp., Puerto Rico, of which he was president and general manager. He was for three years president of Associated Industries of Puerto Rico.

Since joining the DED as an Industrial Representative about two years ago Ransone has been assigned to projects which resulted in bringing new industries to Maine, including the woolen textile company, Lisbon Mills, Inc., which now occupies the vacated J. P. Stevens mill in Lisbon Falls.





## Summer smiles and sings her swan song in the dazzling days of fall

And that's the time to be in Maine. Here, a host of special pleasures accompanies nature's final burst of beauty.

Suddenly the fresh, clean air is fresher, clearer. The car slows to a stop, you sigh, gaze at the foliage, and marvel that a camera can capture its beauty.

First you hesitate, then turn to follow a near-forgotten country road, scattering leaves that have settled undisturbed for days.

Soon, pumpkins piled high. County Fair! "Antiques ahead". Then, a crisp juicy bite from an apple as you stand under the limb where it blossomed, grew and waited to be picked.

Football, cornstalks, a scampering squirrel, good food and the welcome warmth of a fireplace at evening. Cider, songs, silence and a leaf that flutters for a moment, then settles for a brief voyage on the stillness of the lake —

these are the joys of fall in Maine. No wonder winter patiently waits in the wings.

Make your plans to come fall in love with fall in Maine. Mail the coupon for 32 colorful pages of pictures and maps plus a special fall foliage folder. Then, come fall —

## Come to Maine!

Write: Maine Vacation Service  
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